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TO: Commissioner of Patents
FAX NO.: 703-872-9306
FROM: Eamon J. Wall/SMH
DATE: July 8, 2004
MATTER: Serial No. 09/737,841 Filed: 12/14/00
DOCKET NO.: TVG 308
APPLICANT: Gordon

The following has been received in the U.S. Patent and Trademark Office on the date of this facsimile:

<input type="checkbox"/> Petition	<input checked="" type="checkbox"/> Transmittal Letter (2 copies)
<input type="checkbox"/> Disclosure Statement & PTO-1449	<input type="checkbox"/> Fee Transmittal (2 copies)
<input type="checkbox"/> Priority Document	<input type="checkbox"/> Deposit Account Transaction
<input checked="" type="checkbox"/> 1.111 Response - 11 pages	<input checked="" type="checkbox"/> Facsimile Transmission Certificate dated <u>7/8/04</u>

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Patents, Alexandria, VA 22313-1450 on 7/8/04, Facsimile No. 703-872-9306CAROL WILSON
Name of person signing this certificateCarol Wilson 7/8/04
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PTO/SB/21 (01-04)


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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	09/737,841
	Filing Date	12/14/00
	First Named Inventor	Gordon
	Art Unit	3623
	Examiner Name	Romain Jeanty
Total Number of Pages in This Submission	Attorney Docket Number	TVG 308

ENCLOSURES (check all that apply)				
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply – 11 pages <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):		
<table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Remarks</td> <td>It is believed no fee is due. However, in the event a fee is due, kindly charge that fee to Deposit Account No. 20-0782. To facilitate that charge, a duplicate copy of this letter is enclosed.</td> </tr> </table>			Remarks	It is believed no fee is due. However, in the event a fee is due, kindly charge that fee to Deposit Account No. 20-0782. To facilitate that charge, a duplicate copy of this letter is enclosed.
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Eamon J. Wall, Reg. No. 38,414 Moser, Patterson & Sheridan, LLP
Signature	
Date	7/8/04

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I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
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PATENT APPLICATION

Applicant(s): Donald F. Gordon et al.
Case: DIVA/308 Group Art Unit: 3623
Serial No.: 09/737,841 Filed: December 14, 2000
Examiner: Jeanty, Romain
Title: METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM

Mail Stop Amendment
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RESPONSE UNDER 37 C.F.R. §1.111

This is in response to the non-final Office Action mailed April 9, 2004 (Paper No. 12. Please consider the following amendments and arguments presented herein as follows: